

SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK



Spring and Summer, 1944

Notice to customers: No price for any article listed or described herein exceeds the ceiling price for that article, as determined under the applicable maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with statement of our maximum prices on any of the commodities listed about which you inquire. Sears, Roebuck and Co.

Ann Barton

Our own trade mark

SEARS FAMOUS DRESSES

\$4.98
each



MALLINSON'S Kameo Sheer Rayon is the costlier fabric we've chosen to give this Ann Barton trio the value you expect from Sears Famous \$4.98 dresses. It is a rayon sheer with body enough for year-round comfort. Matching excellence of fabric with becomingness and simplicity of style . . . with fineness of making and fit indicated below . . . we've designed another group that upholds Sears tradition of giving you more for your money.

- Hems, 1½ to 2 inches wide, taped or machine bound
- Waistline and yoke are double-stitched or bound
- Belts are firmly reinforced. Belt loops of self fabric
- Sleeve bottoms stitched back, bound or hand felled
- Button holes are closely spaced and double-stitched
- Seams, 10 to 16 stitches per in., pinked, pressed open
- Side seams have ¾-inch width to allow altering
- Shoulder pads are heavier and more carefully made
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. Serves as handy, unseen pocket

A THE SHIRTWAIST DRESS, always so becoming, so easy to wear, in Mallinson's Kameo Sheer rayon. Front pleated, back gored skirt. Bodice buttons to waist. Self belt. Dryclean. *Colors:* Melon rose, sea aqua, navy. *Sizes:* 12, 14, 16, 18, 20, size scale, page 16. *State size, color.* ♦ 31 H 4000—Shipping weight, 1 lb. 8 oz. \$4.98
HUGE DRAWSTRING BAG of all wool felt, in red, blue. 88 H 1498—*State color.* Shpg. wt., 1 lb. 8 oz. \$4.98

B THE SAW TOOTH EDGED DRESS, with white and self-colored trim. Gathered front, back gored skirt; slash pockets. Mallinson's Kameo Sheer rayon. Dry clean. *Colors:* Navy, white trim; clover green, white trim. *Sizes:* 12, 14, 16, 18, 20, scale, page 16. *State size, color.* ♦ 31 H 4001—Shipping weight, 1 lb. 8 oz. \$4.98
DUTCH BONNET, closed top style, in rayon bengaline. *Colors:* Navy, red, white. *State color.* Shpg. wt., 8 oz. 78 H 11—Fits 21½ to 22¾ in. headsize. \$1.49

C THE SIDE-BUTTON DRESS is a new, youthful fashion, so easy to slip on. Back gored skirt has gathers in front; self belt. Mallinson's Kameo Sheer rayon. Dry clean. *Colors:* Gray, sea aqua, melon rose. *Sizes:* 12, 14, 16, 18, 20, size scale, page 16. *State size, color.* ♦ 31 H 4002—Shipping weight, 1 lb. 8 oz. \$4.98

Catalog numbers marked ♦ are shipped from New York. Order, pay postage from Sears nearest mail order house. Sears Easy Payment terms are available if your order totals \$10 or more. See inside back cover.

Copyright, 1944, by Sears, Roebuck and Co. Printed in U. S. A.



B



C



Ann Barton

Our own trade mark

SEARS FAMOUS DRESSES

\$4⁹⁸
each



CROWN Tested French-Type Rayon Crepe is hand washable in LUX...prized for looks and wear. And more, tests predict it will not change visibly in color or texture, nor in size more than 2%, if instructions on tag are followed.

The expert workmanship outlined below, the smart styles of these Ann Bartons, plus the super quality of fabric, make them unusual at only.....\$4.98

- Hems, 1½ to 2 inches wide, taped or machine bound
- Waistline and yoke are double-stitched or bound
- Belts are firmly reinforced. Belt loops of self fabric
- Sleeve bottoms stitched back, bound or hand felled
- Button holes closely spaced and double-stitched
- Seams, 10 to 16 stitches per in., pinked, pressed open
- Side seams have ¼-in. width to allow altering
- Shoulder pads are easily detached before washing

[A] THE MULTI-STITCHED FLY FRONT DRESS has the classic simplicity that's becoming to everyone. Fly front buttons from waist down; front full skirt. LUXable French-type rayon crepe. *Colors:* White design on leaf green, luggage brown, azure blue or navy grounds. *Sizes:* 10, 12, 14, 16, 18, 20, scale, pg. 16. *State size, color.* ♦ 31 H 4009—Shipping weight, 1 lb. 6 oz.....\$4.98

[B] THE BIB-RUFFLE BUTTON FRONT has the simple, good looks you'll enjoy as much next year as this. Gathered front full skirt; set-in waistband ties in front. LUXable French-type rayon crepe. *Colors:* White print on red, luggage brown, azure blue or leaf green grounds. *Sizes:* 10, 12, 14, 16, 18, 20, scale, page 16. *State size, color.* ♦ 31 H 4010—Shipping weight, 1 lb. 6 oz.....\$4.98

DAISY SPRAY: cotton fabric flowers. For hair, lapel. 25 H 9025—White, yellow centers. Shpg. wt., 2 oz...59c

[C] THE RUCHING-TRIMMED DRESS combines simple, classic styling with flattering softness. Ruching edges collar, front waist, peg pockets. Shirred front, back gored skirt. LUXable French-type rayon crepe. *Colors:* White dots on azure blue, leaf green, red, navy. *Sizes:* 10, 12, 14, 16, 18, 20, size scale, page 16. *State size, color.* ♦ 31 H 4011—Shipping weight, 1 lb. 6 oz.....\$4.98

Catalog numbers marked ♦ are shipped from New York. Order, pay postage from Sears nearest mail order house. Sears Easy Payment Terms available if total order equals \$10 or more. See inside back cover.



B

C



Ann Barton
Our own trade mark

SEARS FAMOUS DRESSES

\$4.98
each



VERSCHAN by Verney is a CROWN Tested Rayon Shantung, hand washable in LUX. Tests predict it

will not change visibly in color or texture, nor in size more than 2%, if instructions on tag are followed. Neat finish specified below, plus this dependability of fabric, gives these classic shirtfrocks the good service and fit you expect from our Ann Bartons.

- Hems, 1½ to 2 inches wide, taped or machine bound
- Waistline and yoke are double-stitched or bound
- Belts are firmly reinforced. Belt loops of self fabric
- Sleeve bottoms stitched back, bound or hand felled
- Button holes are closely spaced and double-stitched
- Seams, 10 to 16 stitches per in., pinked, pressed open
- Side seams have ¾-in. width to allow altering
- Shoulder pads are easily detached before washing
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. Serves as handy, unseen pocket.

A THE TUCKED FRONT shirtfrock will serve you long and well. Skirt has front unpressed gore pleats and back gores. Self belt; pearl-like plastic stud-effect buttons; side opening. Luxable rayon shantung. *Colors:* Rosepink, maize, sea aqua. *Sizes:* 12, 14, 16, 18, 20, size scale, page 16. *State size and color.*

♦31 H 4006—Shipping weight, 1 lb. 6 oz. \$4.98

B THE SET-IN BELTED shirtfrock does wonders for any size figure. Buttons to waist in front; 1-button side opening; bodice pockets; 3 unpressed pleats at either side of front yoke; back gored skirt. Luxable rayon shantung. *Colors:* Maize, sea aqua, rosepink. *Sizes:* 12, 14, 16, 18, 20, size scale, page 16. *State size, color.*

♦31 H 4008—Shipping weight, 1 lb. 6 oz. \$4.98

C THE BUTTON FRONT shirtfrock, first choice for care-free comfort and dateless charm. Quick to slip into—quick to iron. Front full, back gored skirt; 2 side slash pockets; self belt. Luxable rayon shantung. *Colors:* Sea aqua, rosepink, maize. *Sizes:* 12, 14, 16, 18, 20, size scale, page 16. *State size and color.*

♦31 H 4007—Shipping weight, 1 lb. 6 oz. \$4.98

DUTCH BONNET, open side style, in rayon bengaline. *Colors:* Beige, white, navy, red. Shpg. wt. 8 oz.

78 H 12—Fits 21½ to 22¾ in. headsize. *State color.* \$1.49

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house. Sears Easy Payment terms are available, if your order totals \$10 or more. See inside back cover.



B

C

Ann Barton

Our own trade name

SEARS FAMOUS DRESSES

\$4.98
each



MALLINSON'S printed Rayon Bermuda Cloth and Mimosa Rayon Shantung . . . plus Sears Famous \$4.98 dress specifications of careful fit and

making listed below . . . give you an unusual value combination at this price. Both fabrics are hand washable in LUX. Both can stand up to constant service and frequent laundering without losing their crispness of design. The styles have the simplicity that answers your need for anywhere, anytime suitability.

- Hems, 1½ to 2 inches wide, taped or machine bound
- Waistline and yoke are double-stitched or bound
- Belts are firmly reinforced. Belt loops of self fabric
- Sleeve bottoms stitched back, bound or hand felled
- Button holes are closely spaced and double-stitched
- Seams, 10 to 16 stitches per in., pinked, pressed open
- Side seams have ¾ in. width to allow altering
- Shoulder pads are easily detached before washing
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. Serves as handy, unseen pocket.

A THE BORDER PRINT in a two-piecer of Bermuda cloth, a rayon broadcloth with feel of silk. So comfortable, you'll practically live in it. Set-in, belted jacket; front pleated, back gored skirt. *Colors:* White-printed luggage brown, melon rose, leaf green or azure blue. *Sizes:* 12, 14, 16, 18, 20, scale, page 16. *State size, color.* ♦31 H 4003—Shipping weight, 1 lb. 6 oz. \$4.98

B THE CLOUD PRINT in a shirtfrock of Mimosa Shantung, a rayon fabric. Ruffles around sleeves and slashed side set-in pockets; buttons to waist. Skirt has gathered front, gored back. *Colors:* White clouds on leaf green, azure blue, luggage brown, melon rose. *Sizes:* 12, 14, 16, 18, 20, scale, page 16. *State size, color.* ♦31 H 4005—Shipping weight, 1 lb. 6 oz. \$4.98

C THE FLOWER PRINT in button front dress of Bermuda cloth, a rayon broadcloth with look of silk. Ruffled down front, around cuffs. Gathered front, back gored skirt; set-in, tie front belt. *Colors:* White flowers on melon rose, leaf green, azure blue or luggage brown. *Sizes:* 12, 14, 16, 18, 20, scale, page 16. *State size, color.* ♦31 H 4004—Shipping weight, 1 lb. 6 oz. \$4.98
HYACINTH SPRAY; cotton fabric flowers, for hair, lapel. 25H 9026—Pink or white. *State color.* Shpg. wt., 2 oz., \$1.00

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house. Sears Easy Payment terms are available, if your order totals \$10 or more. See inside back cover.





Mallinson's
New Rayon Cruisaline

\$8⁹⁸
each

New version of a national favorite . . . now in an even, non-nubby weave, a blend of all spun rayon. Cool and crush-resistant with the durability and beauty you expect of Mallinson's fabrics. So packable . . . wrinkles just shake out. We've entrusted this flower-bordered Cruisaline to a maker famed for fine tailoring. That's why you get stitched back, pressed open seams, reinforced waistbands, taped 2-in. hems. Hand wash in LUX. Colors: Contrast bordered blossom blue, blossom pink, blossom green. Shipping weight, each, 1 pound 8 ounces.

SURPLICE FRONT DRESS left. Contour Closure, back gored skirt. Sizes: 10, 12, 14, 16, 18; size scale, page 16.
♦ 31 H 4013—State size, color . . . \$8.98

BUTTON FRONT DRESS right. Tie-front, set-in belt, back gored skirt. Sizes: 10, 12, 14, 16, 18, 20; size scale, page 16.
♦ 31 H 4012—State size, color . . . \$8.98

10 . . SHOP AT SEARS AND SAVE ♦

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.



Rayon jersey is ideal for warm weather wear. It's cool to the touch, doesn't wilt or wrinkle—and you're always well groomed in it. Especially when it's Charmette's rayon jersey in check or floral print. Here's a jersey supple-soft, yet firmly woven to retain its shape and hang well. In two variations of that popular theme, the becoming shirtrock. We've also done the button-front style in solid black rayon jersey (not illustrated) at only \$4.98. Dry clean. *Sizes:* 12, 14, 16, 18, 20; *scale, pg. 16.* Shipping weight, each, 1 pound 8 ounces.

CHECKED PRINT left. Button front; back gored skirt. *Colors:* Black or brown with white checks.

◆ 31 H 4015—*State size, color* . . . \$7.98

FLORAL PRINT right. Curved front skirt yoke; back gores; Contour Closure placket. Vivid design on white.

◆ 31 H 4014—*State size* \$7.98

Charmette's

Rayon Jersey Print

\$7⁹⁸

checked or floral only

SOLID BLACK RAYON JERSEY button front as above. Red buttons, belt, trim. ◆ 31 H 4016—*State size* \$4.98

⊖ PAGE 11 DRESSES



Side Drapery Duet in Rayon Crepe

\$7.98
each

The side drape dress started out in Hollywood and skyrocketed to popularity across the country. The reason for its success lies in the flared drapery cascading from a surprise V neckline. Feminine, slenderizing, flattering to all figures. Easy to wear wrap style . . . easy to put on — fastens with a single gesture. Count on it as the backbone of your wardrobe — it takes on a different look as you vary your accessories. So good a style, we offer it in both print and plain rayon crepe. Dry clean. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 16.

THE FLOWER PRINT at left with side tie closing. *Colors:* Colorful design on red or black. Shpg. wt., 1 lb. 8 oz.
♦ 31 H 4021—*State size, color . . . \$7.98*

THE SOLID COLOR at right with single side button closing. *Colors:* Black or powder blue. Shpg. wt., 1 lb. 6 oz.
♦ 31 H 4022—*State size, color . . . \$7.98*



Navy-with-White Frankly's Rosita Rayon

\$7.98
each

Sure sign of spring, first choice for Easter . . . navy with white . . . always a favorite of smartly dressed women everywhere. Especially fresh-looking and pretty, done our way with a froth of white lingerie trim to light up your face flatteringly. The dresses, themselves, are wonderfully made of Frankly's Rosita Crepe, a flat, even rayon sheer. Its firm texture makes it wearable all year. Dry clean. Colors: Navy; also deep aqua with white. Misses' sizes: 12, 14, 16, 18, 20; see size scale on page 16. Shipping weight, each, 1 pound 8 ounces.

THE 2-PIECE SUIT DRESS, left, blossoms forth with cascade-ruffle white gilet. Contour-closure on gored skirt.
♦31 H 4017—State size, color . . . \$7.98

THE BUTTON-FRONT DRESS, right, frilly with rippling white collar, cuffs. Skirt has full front tucks, back gores.
♦31 H 4018—State size, color . . . \$7.98

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house.



Rayon jersey is ideal for warm weather wear. It's cool to the touch, doesn't wilt or wrinkle—and you're always well groomed in it. Especially when it's Charmette's rayon jersey in check or floral print. Here's a jersey supple-soft, yet firmly woven to retain its shape and hang well. In two variations of that popular theme, the becoming shirtfrock. We've also done the button-front style in solid black rayon jersey (not illustrated) at only \$4.98. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, pg. 16. Shipping weight, each, 1 pound 8 ounces.

CHECKED PRINT left. Button front; back gored skirt. Colors: Black or brown with white checks.

♦ 31 H 4015—State size, color...\$7.98

FLORAL PRINT right. Curved front skirt yoke; back gores; Contour Closure placket. Vivid design on white.

♦ 31 H 4014—State size.....\$7.98

SOLID BLACK RAYON JERSEY button front as above. Red buttons, belt, trim. ♦ 31 H 4016—State size \$4.98

Charmette's Rayon Jersey Print

\$7.98

checked or floral only



Another All-American favorite that's won first place in the fashion field because it's becoming to all ages, sizes, figures . . . hence our twin edition in pastel and print. Delightfully young with prettily bowed square neckline you wear as is or with beads, clips. Multi-stitching outlines neck, sleeves. Button front does away with hair-muss dressing. Convenient slash pockets on front gathered skirt. Fabric a favorite, too . . . rayon shantung of good quality. Dry clean. Sizes: 10, 12, 14, 16, 18, 20; scale, page 16. Shpg. wt., each, 1 lb. 6 oz.

THE PRINT DRESS, left, slimming button front hit. Colors: Navy or luggage brown with neat white design.
 ♦ 31 H 4024—State size, color . . . \$6.98

THE PASTEL DRESS, right, easy-to-wear button front success in these delectable colors: Azure blue, rosepink.
 ♦ 31 H 4023—State size, color . . . \$6.98

Square Neck Dress in Rayon Shantung

\$6⁹⁸
each

Sears Easy Terms available if order totals \$10 or more. Inside back cover gives full details.

⊖ PAGE 15 DRESSES

PLEASE.. ORDER YOUR EXACT SIZE

Don't order a size larger than you need

You'll be fitted well, at once, if you give us the right size. Be exact—it isn't necessary to allow anything extra for fit when you order from Sears. We've made all the needed allowances for size and style, in coats, suits, dresses, blouses, and sportswear—whether cotton, rayon, or wool, in all our price ranges. Simply follow the

measuring instructions below, and check the size scales for your correct size. Once you have determined your size, use it for all types of garments. Each time that you order, re-check your measurements and size. Measure carefully—you get the most accurate results when you have some one else measure you.



Hips are measured 7 inches below natural waistline. Hold tape firm but not tight. Sears garments are pre-tested for size at that depth.



Waist is measured at smallest part of natural waistline. Hold tape as snugly as you would like to have your garment fit you. Measure carefully.



Bust is measured over fullest part with tape held firm but not tight. Do not let it slide down in back. Stand erect, with arms at sides.



Length is measured from "bump" at back of neck, following curve of body to hem. Take in two steps—from neck to waist, waist to hem.

IMPORTANT—Your measurements should be taken over a slip or lightweight dress with belt removed, as shown in illustration. Give special attention to hip and waist measurements since most garments fit more closely at these points than at bust. If hip and waist agree with scale, do not change size for one inch variation in bust measure. If hip and waist are between sizes, order the size nearest to the two measurements.

JUNIORS' SIZE SCALE . . Juniors' figure is slightly shorter than a Misses'. The bustline is higher, the waistline slimmer. Garments are youthful, designed in style for youthful figures of all ages.

Order Size	9	11	13	15	17	19
If hips are	33	34½	36	37½	39	40½ in.
If waist is	23½	24½	26	27½	29	30½ in.
If bust is	30½	32	33½	35	36½	38 in.
Dress length	39½	40½	41	41½	42	42½ in.

STOUT WOMEN'S SIZE SCALE . . Stout Women's figure is heavier through the upper body than the Woman's figure. Garments are styled with Sears famous Trimline perfection to make you look slim.

Order Size	39	41	43	45	47	49	51	53
If hips are	43½	45½	47½	49½	51½	53½	55	56½ in.
If waist is	36	38	40	42	44	46	48	50 in.
If bust is	41	43	45	47	49	51	53	55 in.
Dress length	44	44½	45	45½	46	46½	47	47½ in.

SHORTER WOMEN'S SIZE SCALE, covering body measurements for the Average American Figure, for misses or women who are 5 feet 3 inches or under, will be found on pages 34D and 76F. On these pages are shown dresses and coats that have been specially designed and specially proportioned to make them flattering for this figure type.

MISSSES' SIZE SCALE. Misses' figure has a well-developed but youthful bustline. The waist is slender. The figure is well proportioned throughout. This average figure type has the widest choice of styles.

Order Size	10	12	14	16	18	20	22
If hips are	34	35	36½	38	39½	41	43 in.
If waist is	24	25½	27	28½	30	32	34 in.
If bust is	31	32½	34	35½	37	39	41 in.
Dress length	41	41½	42	42½	43	43½	44 in.

WOMEN'S SIZE SCALE . . Women's figure is a well proportioned, mature figure with waistline slightly larger than a Misses' figure. Styles for this group are conservative, flattering.

Order Size	34	36	38	40	42	44	46	48
If hips are	38½	40½	42½	44½	46½	48½	50½	52½ in.
If waist is	30	32	34	36	38	40	42	44 in.
If bust is	36	38	40	42	44	46	48	50 in.
Dress length	43	43½	44	44½	45	45½	46	46½ in.

OLDER WOMEN who wear Gracious Lady dresses should use the Women's Size Scale to determine size. Gracious Lady dresses are cut longer, however, as the dress lengths listed below indicate:

Size	34	36	38	40	42	44	46
Dress length	45	45½	46	46½	47	47½	48 in.



This LABTEX Butcher Rayon, a Brighton Fabric, with stay-fresh, lasting qualities, is the perfect choice for these non-wilting, hard-working tailored suit dresses. Not linen—but a staunchly woven spun rayon with the look, feel and endurance of linen. Designed to be worn just as you see them, these 2-piece dresses also team up smartly with blouses or dickies. Dry clean. *Misses' sizes:* 12, 14, 16, 18, 20. Scale, page 16. Shipping weight, each, 1 pound 8 ounces.

NOTCHED COLLAR SUIT, at left. Patch pocketed jacket; gored skirt with center kick pleat. *Colors:* Clover green or navy with white multi-stitching. ♦31 H 4026—*State size, color* . . \$6.98

CARDIGAN SUIT, at right. Detachable dicky, slashed pocket jacket; gored skirt. *Colors:* Luggage brown, beige piping; clover green, white piping. ♦31 H 4025—*State size, color* . . \$6.98

It's A Brighton Fabric

Butcher Rayon
2-pc. Suit Dresses

Dress-up or Casual

2-pc. Suit Dresses

Sprightly styles with a talent for double duty . . . a flair for flattery

Wonderful, long-working assets for any wardrobe. . . Sears two-piece suit dresses that know no seasons. Wear them smartly under a coat or without one, depending on the weather. So complete in themselves, with the look of an ensemble, they've all the streamlined smoothness you enjoy with a one-piece dress plus the easy comfort of a suit. What's more, you're certain to get comfortable, correct fit with them. The skirts hang well, fit sleekly, each with a bulk-free placket closing, the Sears-exclusive Contour Closure. The jackets mold trimly to the figure and melt into the line of the skirt. Here and throughout the dress section, you'll find them . . . frilly, tailored, or in-between ones . . . suited to noon-to-night wear. Each an invitation to Shop at Sears and Save.

\$7.98

SAUCY SELF SPAGHETTI BOWS poised under the soft shirring at the shoulders, give this suit dress a costlier dressmaker-finish. Furlough brides will find it a happy choice for that all-important bridal costume. Yet it's simple enough to wear everywhere long afterwards. Darts, back, front, make the jacket hug your figure smoothly; skirt is gored all around. Nicely made of fine quality rayon crepe that is dry cleanable. *Colors:* Navy, black or aqua with self trim. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 16. *State size and color.* ♦ 31 H 4027—Shpg. wt., 1 lb. 8 oz. . . . **\$7.98**
CUFFED BRETON SAILOR, in rayon fabric. *Colors:* Beige, white. Fits head sizes 21½–22¾. 78 H 14—*State color.* Shpg. wt., 12 oz. . . . **\$2.98**

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house. Sears Easy Terms are available if your order totals \$10 or more. See the inside back cover for full story.

SHOP AT SEARS AND SAVE



\$6.98

RAYON BENGALINE, duco-printed with a neat white design, is all the ornamentation this Easter Parade suit dress needs. The fabric has a richness and luster that is decoration enough. Simply styled with dart-fitted, figure-flattering jacket, gored skirt. Curved flaps at hips give effect of pockets. White cotton flowers bloom on shoulder. In black only with white design. Dry clean. Sizes: 12, 14, 16, 18, 20; size scale on page 16. State size.
 ♦31 H 4028—Shpg. wt., 1 lb. 8 oz. ... \$6.98



\$6.98

SOFT SHIRTING around the curved, fitted midriff of jacket and bright burst of white at neck make this feminine suit dress a date-rating outfit. Perfect for dining and dancing. Of LUXABLE polka-dotted French-type rayon crepe. Ruffly white lingerie collar is hand washable separately in Lux; must be detached before washing. Colors: Navy blue, luggage brown, leaf green with white dots. Sizes: 12, 14, 16, 18, 20; scale on page 16. State size, color.
 ♦31 H 4029—Shpg. wt., 1 lb. 8 oz. ... \$6.98



\$5.98

WHITE BRAID EMBROIDERY, in a leaf-and-bow design, on the shoulders and sleeves gives this two-piece suit dress the becoming trimness of a drum-major's uniform. Notched collar and squared flaps, that look like pockets, complete picture of snap and dash. All-around gored skirt. Of crisp, firm spun rayon. Dry clean. Colors: Clover green or luggage brown with white trim. Sizes: 12, 14, 16, 18, 20; size scale on page 16. State size, color.
 ♦31 H 4030—Shpg. wt., 1 lb. 8 oz. ... \$5.98



Frankly's Rayon Cubana Cloth in charming casuals

Simple, good lines mark these dresses as outstanding buys in smartness and wearability. Slickly tailored of Frankly's Cubana cloth, a crisp clear rayon. All four have flattering full front, back gored skirts.

\$3.98
each

SCALLOP AND BUTTON trimmed dress with set-in waistband. Dry clean. Colors: Leaf green, medium blue and luggage brown with white dots. Sizes: 10, 12, 14, 16, 18; scale, page 16. State size, color. Shpg. wt., 1 lb. 8 oz.

BUTTON FRONT SHIRTFROCK widely striped. Flaps on bodice. Dry clean. Colors: Leaf green, med. blue, luggage brown with white stripes. Sizes: 12, 14, 16, 18, 20; scale, pg. 16. State size, color. Shpg. wt., 1 lb. 8 oz. ♦ 31 H 4033.....\$3.98

EMBROIDERED cardigan neckline dress, matching sleeve trim. Simulated leather belt. Dry clean. Colors: Maize, aqua with white trim. Sizes: 10, 12, 14, 16, 18; scale, page 16. State size, color. Shpg. wt., 1 lb. 8 oz.

CONTRAST BANDS on classic shirt-frock. Slash pockets. Dry clean. Colors: Maize with green bands; luggage brown with beige; medium blue with white. Sizes: 12, 14, 16, 18, 20; scale, pg. 16. State size, color. Shpg. wt., 1 lb. 8 oz. ♦ 31 H 4035.....\$3.98



Luxable Rayon Dresses . . for day-long, year-round wear

Lots of dash to these button or embroidery trimmed beauties—and lots of wearability, too. Three are made of Charmette's Charmlin, a sturdy rayon woven to look like linen, and one of French-type rayon crepe. Shpg. wt., ea., 1 lb. 8 oz.

\$3⁹⁸
each

SCROLL EMBROIDERED pocket dress, surplice bodice. Front pleated, back-gored skirt. Charmette's Charmlin. LUX separately. Colors: Melon rose; white trim. **Sizes:** 12, 14, 16, 18, 20; scale, page 16. **State size, color.**

FLOWER PRINT shirtfrock of French-type rayon crepe. Bodice flaps; front-pleated, back-gored skirt. LUX separately. Luggage brown, leaf green, med. blue grounds. **Sizes:** 12, 14, 16, 18, 20; scale, page 16. **State size, color.**
♦ 31 H 4037\$3.98

BIG WHITE BUTTONS and bodice tucks are jaunty. Slash pockets; front-full, back-gored skirt. Charmette's Charmlin. LUX separately. **Colors:** Melon rose, aqua blue. **Sizes:** 10, 12, 14, 16, 18; scale, page 16. **State size, color.**
♦ 31 H 4038\$3.98

WHITE EMBROIDERED neck, slash pockets on this fashion winner. Front-gathered, back-gored skirt. Charmette's Charmlin. LUX separately. **Colors:** Clover green, navy. **Sizes:** 12, 14, 16, 18, 20; scale, pg. 16. **State size, color.**
♦ 31 H 4036\$3.98

Sears Easy Payment Terms available, if order totals \$5.00 or more. See inside back cover for full story.

△2 PAGE 21 DRESSES

Thrifty Rayons and Part Rayons

Many LUXable in this value group

\$2.98
each



A BRAIDED PEG-POCKETED JUMPER \$2.98

B BOW BORDER PRINT SHIRTFROCK \$2.98



C EMBROIDERED FLY FRONT EFFECT \$2.98



D DAISY-POCKETED SHIRTFROCK... \$2.98

- A** BRIGHT BRAID trims peg pockets and notched collar. Skirt gored in back. Spun rayon. LUX separately. Colors: Medium blue or luggage brown. Sizes: 10, 12, 14, 16, 18; scale, page 16. Shipping weight, 1 lb. 6 oz. ♦31 H 4040—State size, color. Blouse not incl. \$2.98
- B** BOW BORDER PRINT shirtrock with shirred front, gored back skirt. Rayon-and-cotton. LUX separately. Colors: Azure blue, rosepink with white design. Sizes: 10, 12, 14, 16, 18; scale, pg. 16. Shpg. wt., 1 lb. 6 oz. ♦31 H 4041—State size and color. \$2.98
- C** EMBROIDERED SCROLL for color on fly front-effect dress. Rayon-and-cotton. LUX separately. Colors: Maize, aqua, or med. blue, with white dots. Sizes: 12, 14, 16, 18, 20; scale, pg. 16. Shpg. wt., 1 lb. 6 oz. ♦31 H 4042—State size and color. \$2.98
- D** DAISIES AND SADDLE STITCHING dress up this shirtrock. Side opening. Rayon-and-cotton. Dry clean. Colors: Medium blue, clover green, luggage. Sizes: 12, 14, 16, 18, 20; scale, pg. 16. Shpg. wt., 1 lb. 6 oz. ♦31 H 4043—State size and color. \$2.98

Dresses described below illustrated on opposite page

- E** SLEEK MIDRIFF DIRNDL with front set-in belt, tie back sash, simulated pockets. Rayon-and-cotton. LUX separately. Colors: Medium green or luggage brown grds. Sizes: 10, 12, 14, 16, 18; scale, pg. 16. Shpg. wt., 1 lb. 6 oz. Available after February 1st. ♦31 H 4044—State size and color. \$2.98
- F** HUGE FLOWERS add festive note to button front shirtrock. Spun rayon. LUX separately. Colors: Maize, med. blue, rosepink with white posies. Sizes: 12, 14, 16, 18, 20; scale, pg. 16. Shpg. wt., 1 lb. 6 oz. ♦31 H 4045—State size and color. \$2.98
- G** PEG POCKET EFFECT and bright yoke embroidery make this a jaunty shirtrock. Rayon-and-cotton. Dry clean. Colors: Medium blue or rose. Sizes: 12, 14, 16, 18, 20; scale, page 16. Shpg. wt., 1 lb. 6 oz. ♦31 H 4046—State size and color. \$2.98
- J** EMBROIDERY TRIM gives slimming line to button front dress. Spun rayon. Dry clean. Colors: Medium blue or luggage brown with contrast trim. Sizes: 12, 14, 16, 18, 20; scale, page 16. Shpg. wt., 1 lb. 6 oz. ♦31 H 4048—State size and color. \$2.98
- K** WHITE EDGING bands skirt, square neck of soft-detailed dress. Rayon-and-cotton. LUX separately. Colors: Med. blue, rosepink or maize grds. Sizes: 10, 12, 14, 16, 18; scale, page 16. Shpg. wt., 1 lb. 6 oz. ♦31 H 4049—State size and color. \$2.98
- L** FRONT SHIRING on button-trimmed shirtrock for flattering line. Back of shirt gored. Rayon-and-cotton. LUX separately. Colors: Aqua, luggage brown print. Sizes: 12, 14, 16, 18, 20; scale, pg. 16. Shpg. wt., 1 lb. 6 oz. ♦31 H 4047—State size and color. \$2.98



E SLEEK-FIT MIDRIFF DIRNDL....\$2.98



F FLOWERED BUTTON FRONT DRESS.\$2.98



G PEG POCKET-EFFECT DRESS....\$2.98



J EMBROIDERED BUTTON FRONTER...\$2.98



K WHITE-EDGED SQUARE NECK, SKIRT.\$2.98



L SHIRRED, FRONT SHIRTFROCK....\$2.98

Dresses illustrated above described on opposite page.



"Kay Whitney" Shirtfrock in famous Lonsdale Cord

\$3⁹⁸
each

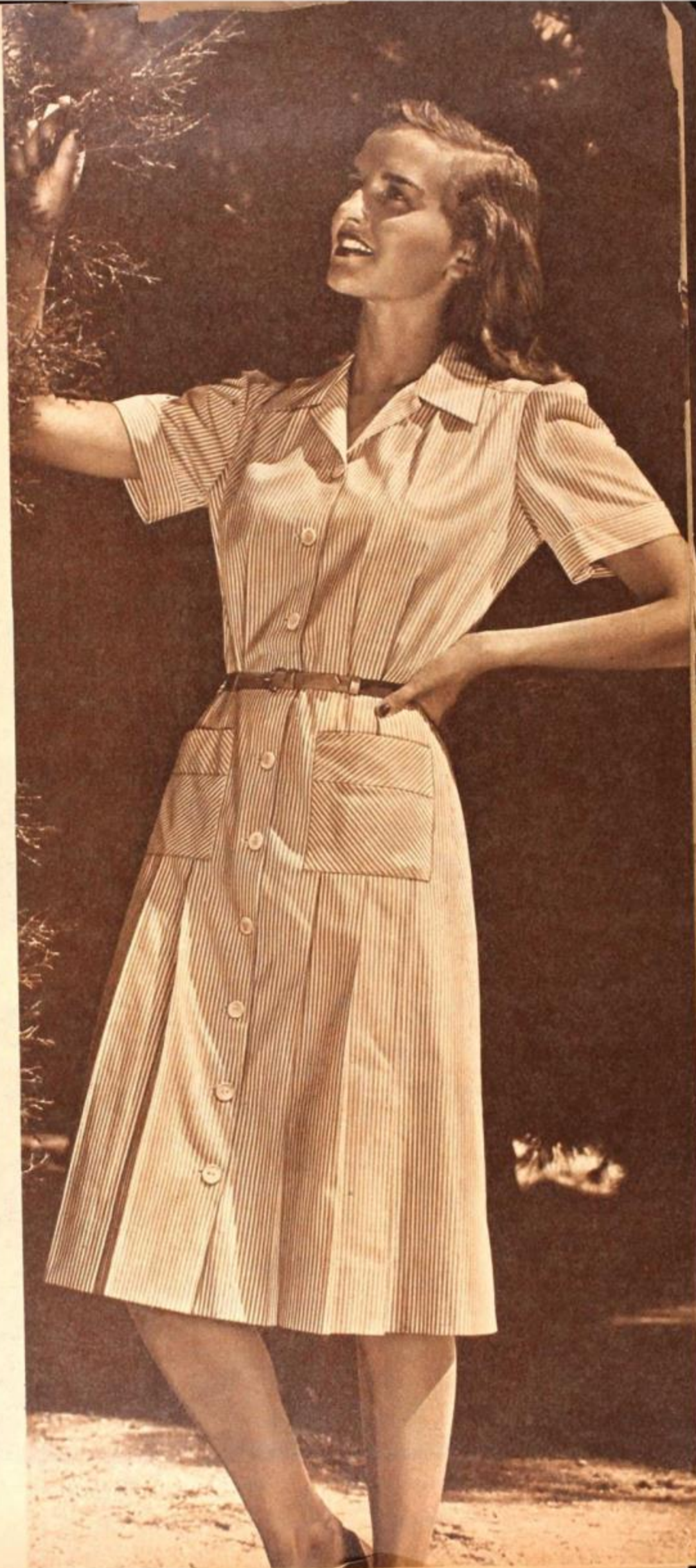
First time this wonderful cotton, pride of the century-old Lonsdale Mill in Providence, Rhode Island, has ever been available to mail order catalog customers. Clean, crisp, and beautiful, this superb quality woven striped and corded chambray is a joy to wear and wash. Tailored by Reliance, whose advertisements you see in *Life* magazine, this Kay Whitney classic shirtfrock has the superior fit and finish that have prompted well-dressed, thrifty women all over America to "Rely on Reliance."

Check these wear-and-value points:

- Fullness under yoke back for easy action
- Cleanly finished with neat pinked seams
- Closely spaced fresh water pearl buttons
- Rich braid belt with leather-like trim
- Fine, careful stitching throughout dress
- Hem is 2 inches wide and neatly overcast
- Pre-shrunk fabric, residual shrinkage not more than 3%, assures lasting correct fit

KAY WHITNEY SHIRTFROCK, comfortable, becoming classic with non-gap button front. Darted at waist for trim fit; 2 pockets; full front pleats. Our best quality chambray, fine-textured, soft, washfast. Colors: Copen blue, red, brown, green or lavender with white stripes. Sizes: 12, 14, 16, 18, 20; size scale on page 16. Shpg. wt., 1 lb.
♦ 27 H 8300—State size and color. . . . \$3.98

Catalog numbers marked ♦ are shipped from Kansas City. Order, pay postage from your nearest Sears mail order house.





Two-piece Suit Dresses in LUXABLE cottons, cotton-and-rayon

These are the styles everyone wants . . . so trimly smart and becoming. Each an outfit to make you look wellgroomed . . . to feel well dressed. All neatly finished with pinked side seams and flat button skirt placket closings. Hand washable in LUX. *Sizes: 12, 14, 16, 18, 20.*

THE BOUND CARDIGAN SUIT of woven cotton suiting. Removable collar; gored skirt. *Color: Black with white checks only. Sizes: 12 to 20; scale, page 16. Shipping weight, 1 pound 8 ounces.*
♦ 27 H 8310—*State size.* . . **\$3.98**

THE SADDLE STITCHED SUIT of better quality cotton twill. Jacket darted back and front. Front pleated skirt. *Colors: Copen blue or black. Sizes: 12 to 20; scale, page 16. State size, color.*
-Shpg. wt., 1 lb., **\$3.98**

PRINTED SEERSUCKER SUIT needs no ironing. Bow-pocketed, dart-fitted jacket; gored skirt. *Colors: Red or copen blue with white stripes. Sizes: 12 to 20; scale, page 16. State size, color.*
♦ 27 H 8314—Shpg. wt., 1 lb., **\$3.98**
Available after February 1st

THE BORDER PRINT SUIT in cotton - and - rayon. Tie-front, set-in belted jacket; front, box-pleated skirt. *Colors: Red or copen blue grds. Sizes: 12 to 20; scale, page 16. Shpg. wt., 1 lb. 8 oz.*
♦ 27 H 8308—*State size, color,* **\$3.98**
Available after February 1st

Sears Easy Terms are available if your order totals \$10 or more. See inside back cover for complete details.

☞ ☛ ☞ PAGE 25 SUITS



Searspride
Reg. U. S. Pat. Off.

Our Finest LUXable Cottons for Misses

\$3.98
each

Searspride . . . the label means something special to you and to us. Quite rightly you associate it with our smartest cotton dresses . . . dresses good-looking enough to go anywhere. We use it to identify outstanding success styles in the better grades of cotton fabrics. And our manufacturers know that the Searspride label calls for finer making with closer attention to detail. This season, the Searspride line emphasizes tried-and-true cotton favorites, gingham, chambrays, seersuckers. These are cottons that are washable in LUX suds—whisk 'em out, dry and iron. They'll retain their correct fit . . . and stay bright. They're meant to give you complete freedom from washday worries, as well as confidence in their style and serviceability.

Searspride wear-assurance features:

- Seams sewn with small stitches, pinked
- Hems, two inches wide, cleanly finished
- Pleats are deep and full for easy swing
- Buttons all of fine fresh water pearl and closely spaced to prevent gaping
- Belts are self fabric or specially selected, costlier looking novelty types
- Fabrics have patterns woven in, so frequent laundering won't wash them out
- Placket closing neatly, flatly buttoned

\$3.98

THE EYELET RUFFLED button front dress in clean-as-a-whistle checks. Made of better quality gingham with checks woven in, not dulled by frequent washing. Easy on, easy off, easy to iron. All-around gored skirt. Luxable. Colors: Copen blue, red, brown, green, with white checks. Sizes: 12, 14, 16, 18, 20; size scale on page 16. State size and color. Shipping weight, 1 pound.

♦ 27 H 8320 \$3.98

\$3.98

THE EMBROIDERY RUFFLED 2-piece dress in a better quality striped chambray for that spic-and-span look. Front, back darts nip in waist of jacket. Skirt has stitched down, unpressed front pleats, back gores. Luxable. Colors: Brown, green, copen blue with white stripes. Sizes: 12, 14, 16, 18, 20; size scale on page 16. State size and color. Shipping weight, 1 pound 6 ounces.

♦ 27 H 8322 \$3.98

Catalog numbers marked ♦ are shipped from Kansas City. Order, pay postage from Sears nearest mail order house. If your purchase totals \$10 or more, Sears Easy Terms are available. See inside back cover for details.

SHOP AT SEARS AND SAVE



\$4.98

THE TIE-FRONT two-piece suit dress of woven seersucker. A boon to the busy—no ironing necessary. A trim-fitting costume ready to go anywhere. Jacket dart-fitted with novel side-entry pockets. Front-pleated skirt. Hand wash in LUX. *Colors:* Brown, copen blue or red with white plaid. *Sizes:* 12, 14, 16, 18, 20; size scale on page 16. Shpg. wt., 1 lb. 8 oz.

♦ 27 H 8328—State size and color \$4.98

\$3.98

THE FRILL RUFFLED shirtfrock of better quality woven plaid gingham. Citified enough to go to town smartly. Self pleated ruching outlines slash pockets and waist front. Back gored skirt. Hand washable in LUX. *Colors:* Copen blue, brown or red with white. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 16. Shipping weight, one pound.

♦ 27 H 8324—State size and color \$3.98

\$3.98

THE BAND TRIMMED button front dress enjoys the striking contrast of sharp white against red or blue. Its simplicity is becoming to all . . it's easy to slip in and out of. Gored skirt. Of better quality woven checked gingham. Hand wash in LUX. *Colors:* Red or copen blue with white checks. *Sizes:* 12, 14, 16, 18, 20; size scale, page 16. Shpg. wt., 1 lb.

♦ 27 H 8326—State size and color \$3.98
Available after February 1st.



A FLOWERED SHEER COTTON . . . \$1.98



B STRIPED PINAFORE DRESS . . . \$1.98



C FLORAL PINAFORE DRESS . . . \$1.59



D WOVEN COTTON PIQUE . . . \$3.98

Thrift variety in cotton, cotton-and-rayon

Washables in sizes: 12, 14, 16, 18, 20

- A** FLOWERED SHEER COTTON, in peplum-effect with new "U" neckline. Lace-edged; back neck closing; back-gored skirt. LUXABLE. Gay colorful floral prints. *Sizes:* 12 to 20; *scale,* pg. 16. *Shpg. wt.,* 1 lb. ♦ 27 H 8342—*State size* . . . \$1.98
Available after February 1st
- B** STRIPED PERCALE PRINT, button-front pinafore dress. Tie-back sash; full, gathered skirt. Washable. *Colors:* Red or open blue with white stripes. *Sizes:* 12 to 20; *scale,* page 16. *Shipping weight,* 1 pound. 47 H 8346—*State size and color* . . . \$1.98
- C** FLORAL PERCALE PRINT, pinafore dress. Ric-rac trim; tie-back sash; full gathered skirt; back closing. Washable. Assorted colorful prints. *Sizes:* 12 to 20; *scale on page* 16. *Shipping weight,* 1 pound. 47 H 8345—*State size* . . . \$1.59
- D** WOVEN COTTON PIQUE, in easy-on button front shirtfrock. White trim; front-pleated skirt. LUXABLE. Multi-color plaids. *Sizes:* 12 to 20; *size scale on page* 16. *Shipping weight,* 1 pound. ♦ 27 H 8338—*State size* . . . \$3.98

Dresses below illustrated on opposite page

- E** CHECKED PERCALE PRINT, dirndl with self-ruffled, new "U" neckline. pockets. Back neck closing; ric-rac trim. Washable. Assorted checks. *Sizes:* 12 to 20; *scale,* page 16. *Shipping weight,* 1 pound. 47 H 8348—*State size* . . . \$1.59
Available after February 1st
- F** DOTTED COTTON-AND-RAYON, button front. Peg pockets; set-in belt; back of skirt gored. LUXABLE. *Colors:* Open blue, luggage, or red with white dots. *Sizes:* 12 to 20; *scale,* page 16. *Shpg. wt.,* 1 lb. ♦ 27 H 8330—*State size and color* . . . \$2.98
Available after February 1st
- G** STRIPED PERCALE PRINT, dirndl. Buttons to waist in back; white pleated trim; tie sash. LUXABLE. *Colors:* Red or open blue with white stripes. *Sizes:* 12 to 20; *scale,* page 16. *Shipping weight,* 1 pound. ♦ 27 H 8334—*State size and color* . . . \$1.98
Available after February 15th
- J** BORDER PRINT COTTON-AND-RAYON, in the new "U" neck basque. Self ruffled; side button placket. LUXABLE. *Colors:* Red or open blue grounds. *Sizes:* 12 to 20; *scale,* page 16. *Shpg. wt.,* 1 lb. ♦ 27 H 8332—*State size and color* . . . \$2.98
- K** STRIPED COTTON PIQUE, shirtfrock. Soft shawl collar; eyelet embroidery trim; gored skirt. LUXABLE. *Colors:* Lt. navy or red with white stripes. *Sizes:* 12 to 20; *scale,* page 16. *Shpg. wt.* 1 lb. ♦ 27 H 8340—*State size and color* . . . \$3.98
Available after February 1st
- L** CHECKED PERCALE PRINT, button-front. Sweet-heart neckline; set-in waistband; gored skirt. Washable. *Colors:* Red or open blue with white checks. *Sizes:* 12 to 20; *scale,* page 16. *Shipping weight,* 1 lb. 47 H 8344—*State size and color* . . . \$1.98
Available after February 1st

Catalog numbers marked ♦ shipped from Kansas City. Order and pay postage from Sears nearest mail order house. Sears Easy Payment Terms available if order totals \$10 or more. See inside back cover.



E CHECKED LOW "U" DIRNDL...\$1.59



F DOTTED BUTTON FRONT.....\$2.98



G STRIPED PERCALE DIRNDL.....\$1.98



J BORDER PRINT BASQUE.....\$2.98



K STRIPED COTTON PIQUE.....\$3.98



L CHECKED BUTTON FRONT.....\$1.98

Complete description of these dresses on opposite page

⊖ PAGE 29 DRESS

..... DRESSES



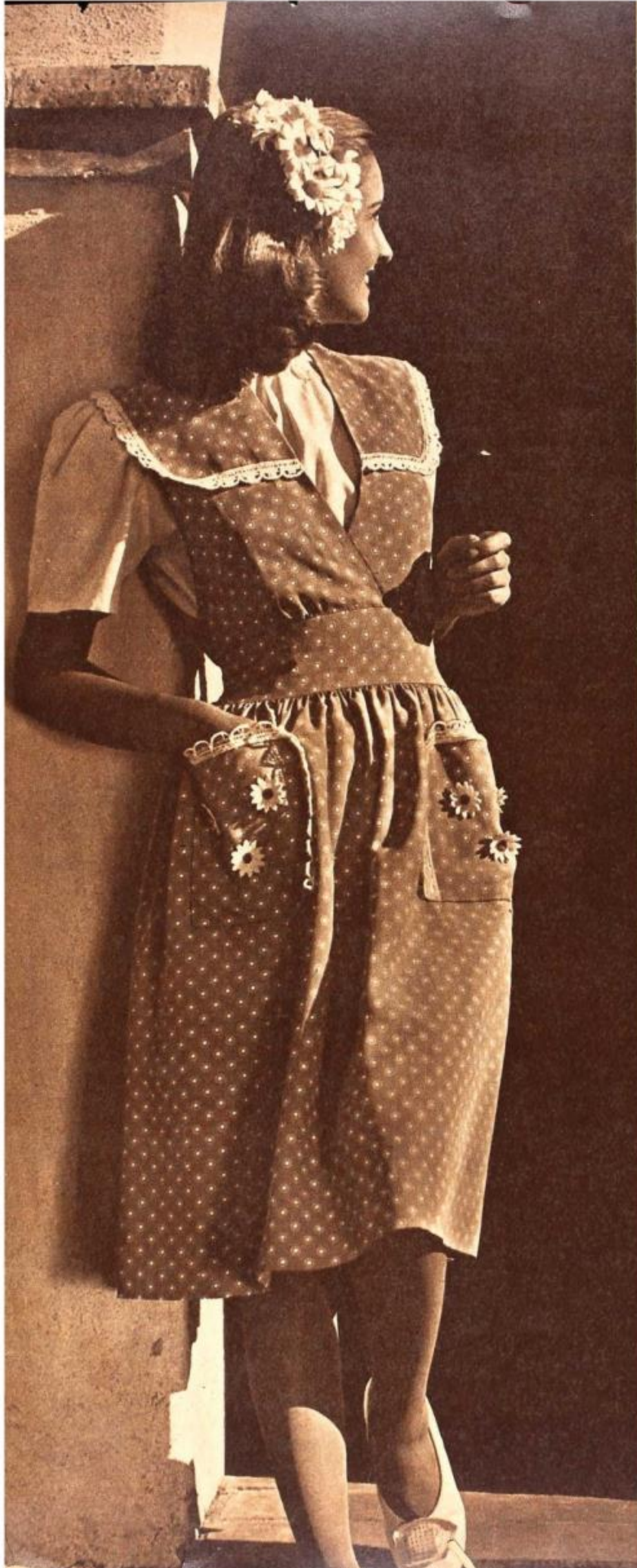
Success Styles in Checked Gingham

\$4.98
each

Gingham grows up, goes everywhere, especially when it has the young, "Sunday best" smartness of these coast-to-coast favorites. They've everyday practicality, too, with the checks woven right into the gingham for lasting brightness. Made nicely with neat pinked seams, generous hems, careful stitching, good quality buttons. Hand washable in LUX. Sizes: 10, 12, 14, 16, 18; Check size scale on page 16. Shipping weight, each, 1 lb.

THE U-NECK DRESS, left, has the new low neckline fashion magazines write about. Frills, short sleeves, button front, skirt fullness, add up to the sweet femininity men love. Colors: Copen blue, green or red with white checks. ♦ 27 H 8372—State size, color . . . \$4.98

THE SHAWL COLLAR DRESS, right, looks well on all ages and figures. Fluting edges waist and pocket. Front-shirred skirt is flattering even when hips are not so slim. Colors: Brown or open blue with white checks. ♦ 27 H 8374—State size, color . . . \$4.98



Juniors

9-to-17 fashions with a young and chipper viewpoint for Junior Miss and Junior Mrs.

Sure-fire successes that match your mood and your measurements . . . for you who are young and gay in age or spirit and have that prettily petite figure known as the Junior Miss. Dresses for your busy life whether it's go-to-work, go-to-school or stay-at-home . . . designed for active duty day-after-day and day-into-night. Some frilly and dressy . . . some trim and classic . . . some in between. All perfectly proportioned to fit your shorter dimensions, your slightly higher bust, your slimmer waistlines . . . to do away with alteration troubles and costs. Priced, too, to show that when you buy your fashions at Sears you're bound to save every time.

The daisy polka dotted rayon Jumper

\$2⁹⁸

A daisy chain is spreading round the country and our daisy polka jumper is doing it. Has everything a Junior likes . . . a wisp of a waist emphasized by a tie-back sash, a swinging-wide skirt with daisy-bedecked patch pockets, a surplice front topped by a big front collar . . . and for spice, white lace trim. Blouses, frilly or not, go underneath. Of crisp spun rayon, hand washable in Lux. Colors: Powder blue, red, green; each with white velvety-applied polka dots. Sizes: 9, 11, 13, 15, 17; scale below. State size, color. Shpg. wt., 1 lb. 6 oz.

♦31 H 4100—Jumper only \$2.98

Juniors' Dress Size Scale

The juniors' figure is just a bit shorter than the misses' with a slightly higher bust and slimmer waistline. Scale below shows what size you take. See measuring instructions on page 16.

Order size	9	11	13	15	17
If your hips measure	33	34½	36	37½	39 in.
If your waist measures	23½	24½	26	27½	29 in.
If your bust measures	30½	32	33½	35	36½ in.
Dress length is	39½	40½	41	41½	42 in.

♦31 H 4100, above, shipped from New York. Dresses marked ♦ on opposite page shipped from Kansas City. Order, pay postage from Sears nearest mail order house. If order totals \$10 or more, Sears Easy Payment Terms are available; see inside back cover for complete details.

Juniors' Rayons and Part-Rayons

Furlough daters . . . office or campus
charmers . . . all out for figure flattery

A WHITE BINDING and shiny buttons gleam against the dark on 2-piece dress. Pockets on cardigan jacket; all around pleated skirt. Spun rayon with linen-like appearance. Dry clean. Colors: Clover green, navy. Sizes: 9, 11, 13, 15, 17; size scale, page 31. State size, color. ♦31 H 4102—Shipping weight, 1 pound 8 oz. . . \$6.98

B PEG POCKETED, short sleeved version of our double-stitched fly front success. Buttons to hem. Nationally famous Stunzi rayon gabardine. Dry clean. Colors: Gray, melon red or aqua with white stripes. Sizes: 9, 11, 13, 15, 17; size scale on page 31. State size, color. ♦31 H 4103—Shipping weight, 1 pound 8 oz. . . \$7.98

C DRAWSTRING LOW U NECKLINE and sleeves for the sauciest, youngest dirndl ever. Buttons to below waist; full skirt. Nicely made of Luana rayon. Dry clean. Colors: Blossom blue, pink, yellow. Sizes: 9, 11, 13, 15; size scale on page 31. State size and color. ♦31 H 4104—Shipping weight, 1 pound 8 oz. . . \$6.98

D FIGURE-FLATTERER, date-dress, with front fulness held by soft self bows. Scalloped V neckline and sleeves. Made of fine quality alpaca-type rayon crepe. Dry clean. Colors: Black or aqua. Sizes: 9, 11, 13, 15, 17; size scale on page 31. State size and color. ♦31 H 4105—Shipping weight, 1 pound 8 oz. . . \$6.98
Available after February 1st

Dresses below illustrated on opposite page

E WHITE-TRIMMED square neck, slick-fit torso, peg pockets make this a dressy dine-dance frock. Tie back belt. Rayon Romaine crepe. Dry clean. Colors: Navy or black, with white ruffle. Sizes: 9, 11, 13, 15, 17; size scale on page 31. State size and color. ♦31 H 4106—Shipping weight, 1 pound 8 oz. . . \$6.98
Available after February 1st

F RUFFLES RIPPLE gaily around new low U neck and sleeves of waist-nipping basque. Tie back sash; front full, gored skirt. Of Luana rayon. Dry clean. Colors: Blossom pink, aqua. Sizes: 9, 11, 13, 15, 17; size scale on page 31. State size and color. ♦31 H 4107—Shipping weight, 1 pound 8 oz. . . \$5.98

G VELVETAY PRINTED BOWS all over, perky ruffles around pockets and down front of pretty-up cardigan dress. Of spun rayon. LUX separately. Colors: Pink, blue or maize with contrasting bows. Sizes: 9, 11, 13, 15, 17; size scale on page 31. State size and color. ♦31 H 4112—Shipping weight, 1 pound 8 oz. . . \$3.98
Available after February 1st

J WHITE SCROLL EMBROIDERY sparkles brightly on high, round necked bodice. Skirt full in front, gored in back. Of spun rayon. Hand wash separately in LUX. Colors: Aqua, melon red or luggage brown. Sizes: 9, 11, 13, 15, 17; size scale on page 31. State size and color. ♦31 H 4109—Shipping weight, 1 pound 8 oz. . . \$3.98

K BORDER AND DOT PRINT enliven this wee-waisted midriff dress. Surplice front; front pleated, back gored skirt. Of spun rayon and cotton. Wash separately in LUX. Colors: Blue or rose with white print. Sizes: 9, 11, 13, 15, 17; size scale on page 31. State size and color. ♦31 H 4110—Shipping weight, 1 pound 8 oz. . . \$2.98

L STRIPES, UP, DOWN, ACROSS on shirtfrock with red simulated patent leather belt for your go-everywhere pet. Set-in pockets. Spun rayon and cotton. LUX separately. Colors: Blue, red, with white stripes. Sizes: 9, 11, 13, 15, 17; size scale on page 31. State size and color. ♦31 H 4111—Shipping weight, 1 pound 8 oz. . . \$2.98

A TWO-PIECE CARDIGAN DRESS \$6.98

B PEG POCKETED FLY FRONTER \$7.98

C NEW LOW U-NECK DIRNDL \$6.98

D BOWED, SCALLOPED FLATTERER \$6.98



E DRESSY PEG POCKETED DRESS \$6.98



F RUFFLED 'N BOWED BASQUE \$5.98



G RUFFLED BOW PRINT DRESS \$3.98



J SCROLL EMBROIDERED DRESS \$3.98



K DOTTED BORDER MIDRIFF DRESS \$2.98



L STRIPED SHIRTWAIST DRESS \$2.98

Dresses shown above are described on opposite page.

< PAGE 33 DRESSES



A PLAID PRINT BASQUE.....



B STRIPED TWO-PIECER..... \$2.98



C CHECKED PRINT BASQUE..... \$3.98



D CHAMBRAY TWO-PIECER..... \$2.98

Jaunty Junior Cottons

Fine quality LUXABLE fabrics

A PLAID COTTON PRINT, better quality, in basque dirndl. Has the figure flattery wide-skirted look Juniors adore. Smartly accented with deep white trim on pockets and collar. Washable. Colors: Copen blue or red plaid design. Sizes: 9, 11, 13, 15, 17; scale, page 31. —State size, color. Shpg. wt., 1 lb....

B STRIPED COTTON POPLIN PRINT, better quality, in the demurest of 2-piecers. Perky eyelet embroidery ruffles set off "U" neck jacket. Gored skirt. Hand washable in LUX. Colors: Red, green or copen blue with white stripes. Sizes: 9, 11, 13, 15, 17; scale on page 31. ♦27 H 8360—State size, color. Shpg. wt., 1 lb. 6 oz. \$2.98

C CHECKED PERCALE PRINT, good quality, plus closely spaced, tiny fresh water pearl buttons and perky lace trim, give this basque lots of flip 'n' flounce. Full dirndl skirt. Hand wash in LUX. Colors: Red or navy with white checks. Sizes: 9, 11, 13, 15; scale on page 31. ♦27 H 8350—State size, color. Shpg. wt., 1 lb. \$3.98

D FINE QUALITY CHAMBRAY has the soft cling the hug-me-tight jacket of this 2-piecer needs. Eyelet embroidery edges square neck of new short jacket. Front gathered, back gored skirt. Hand wash in LUX. Colors: Copen blue or rose. Sizes: 9, 11, 13, 15, 17; scale, page 31. ♦27 H 8358—State size, color. Shpg. wt., 1 lb. \$2.98

E PRINTED STRIPED SEERSUCKER of better quality. Strawberries appliqued on fitted jacket; gored skirt. Hand wash in LUX. Just wash, dry—needs no ironing. Colors: Red or copen blue with white stripes. Sizes: 9, 11, 13, 15, 17; scale on page 31. Shpg. wt., 1 lb. 8 oz. ♦27 H 8354—State size, color..... \$4.98



E SEERSUCKER TWO-PIECER \$4.98



A PEG-POCKETED DIRNDL \$1.98



B EYELET-EDGED DIRNDL \$3.98



C RUFFLY "U" NECK DIRNDL . . . \$3.98

Cool Cotton Sheers

For Juniors . . . Hand washable in LUX.

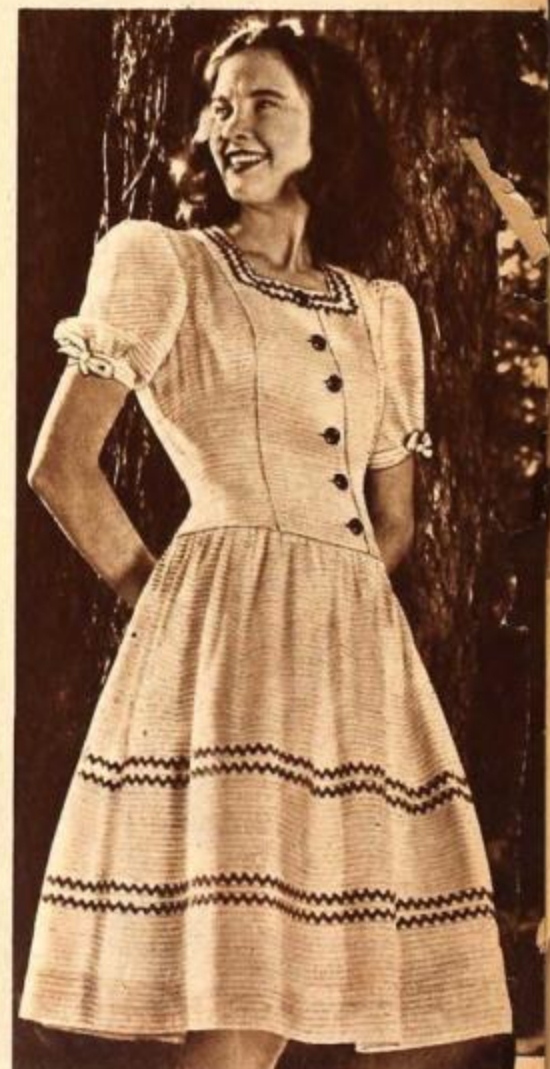
- A** LACE-EDGED PEG POCKETS continue line of front butterfly ruffles on this cotton sheer dirndl. Front set-in waistband, back ties. Back buttons to waist. *Colors:* Rose or open blue with contrasting floral stripes. *Sizes:* 9, 11, 13, 15, 17; size scale, page 31.
♦27 H 8368—*State size, color.* Shpg. wt., 1 lb. . . . \$1.98

- B** EYELET EMBROIDERY adds a crisp note to frisky shoulder ruffles, pockets, front neck on this beguiling cotton sheer dirndl. Trim bodice buttons to waist in back. Set-in waistband. *Colors:* Open blue or red with white dots. *Sizes:* 9, 11, 13, 15 only; size scale on page 31.
♦27 H 8364—*State size, color.* Shpg. wt., 1 lb. . . . \$3.98

- C** FLUFFY RUFFLES, EDGED WITH RIC-RAC, ripple around oval neckline, buttoned pockets, sleeves of this cotton sheer dirndl with soft allure. Buttons to waist in back. *Colors:* Floral design on rose or open blue grounds. *Sizes:* 9, 11, 13, 15 only; size scale on page 31.
♦27 H 8362—*State size, color.* Shpg. wt., 1 lb. . . . \$3.98

- D** BUTTERFLIES AND RIC-RAC team up saucily to show off your figure on this pretty-line cotton sheer dress. Tie back sash for belted fit; full, flaring skirt; pinked side seams. *Colors:* Skipper or red with white dots. *Sizes:* 9, 11, 13, 15, 17; size scale on page 31.
—*State size, color.* Shpg. wt., 1 lb. . . .

- E** ROLICKING RIC-RAC rings its way gaily around the full skirt and square neck of this sleek, long-basque cotton sheer. A Junior favorite for dating and dancing. Bow ties on sleeves. *Colors:* White with brown, green, or red stripes. *Sizes:* 9, 11, 13, 15, 17; scale, page 31.
♦27 H 8366—*State size, color.* Shpg. wt., 1 lb. . . . \$2.98



E RIC-RAC TRIMMED BASQUE . . . \$2.98

D RIC-RAC TRIMMED PRINCESS . .

If your wardrobe order totals \$10 or more, Sears Easy Payment Terms are available. See inside back cover for details.

✓ © PAGE 34A DRESSES



A DRAWSTRING FLY FRONT EFFECT \$4.98

Mothers-to-be...

Order regular size...we've
allowed for figure changes

A SLIMMING FLY-FRONT EFFECT dress, shown above, with border print trim. Has the smart casualness you'd choose normally. Drawstring belt expands when you need extra fullness. Skirt gored in back. Duco-printed spun rayon. Dry clean. Colors: Navy, rose, with white design. Sizes: 12, 14, 16, 18, 20, 22; size scale on page 16. State size and color.

★31 H 5999—Shpg. wt., 1 lb. 8 oz. . . . \$4.98
Available after February 1st.

The Ruffled Square-neck Dress, at left:

Young and bewitching with fluttery white ruffles around flattering neckline and sleeves to center interest above waist. Skirt has graceful front fullness and back gores, with adjustable snaps and tie back sash. Ruffles detach easily for separate washing in gentle LUX. Sizes: 10, 12, 14, 16, 18, 20; size scale, page 16.

★31 H 5990—Bemberg rayon sheer, hand washable in LUX. Colors: Leaf green, luggage brown, or navy, with white floral print. State size and color. Shpg. wt., 1 lb. 8 oz. . . . \$6.98

★31 H 5992—Rayon romaine crepe, dry cleanable. Colors: Navy or melon rose. State size and color. Shpg. wt., 1 lb. 8 oz. . . . \$5.98

Your complete wardrobe-in-waiting on these pages. Baby's layette needs on pages 232, 233.



B RUFFLED SHIRT FROCK \$3.98



C SKIRT \$3.98, BLOUSE \$3.59



D RIC-RAC TRIMMED DIRNDL \$3.98

your complete wardrobe-in-waiting

Youngest, prettiest fashions with cleverly concealed adjustable features to meet changing measurements. . to insure your wearing comfort

B FLORAL COTTON SHEER ruffled shirt-frock, adapts to changing needs with a double drawstring belt. Saucy bows, self-ruffles edge revers of collar; slashed skirt pockets. Hand wash separately in LUX. Medium blue print only. Sizes: 12, 14, 16, 18, 20; scale, page 16. State size, color. ♦31 H 5982 — Shpg. wt., 1 lb. 6 oz. . . \$3.98

C FRONT DRAWSTRING SKIRT of Pacific's 100% wool crepe. Expands to fit; neatly fitted and gored back; 2-button back closing on waistband; concealed back button placket. Dry clean. Colors: Soldier blue, black. Sizes: 12, 14, 16, 18, 20; size scale on page 85. State size and color. ♦7 H 3357 — Shpg. wt., 1 lb. 2 oz. . . \$3.98

C EYELET RUFFLED BLOUSE with rever collar. Gathered under front shoulders; dart-fitted back and front; ocean pearl buttons. Of rayon broadcloth with cotton embroidery trim. LUX separately. Colors: White or dusty pink, with white trim. Sizes: 12, 14, 16, 18, 20; size scale on page 82. State size, color. ♦7 H 3096 — Shpg. wt., 9 oz. . . \$3.59

D RIC-RAC TRIMMED DIRNDL as gay as those you wore before, jaunty enough to wear after. Snap adjustments hidden under tie-back sash. Rayon-and-cotton. LUX separately. Colors: Medium blue or red with white dots. Juniors' sizes: 9, 11, 13, 15, 17; size scale on page 31. State size and color. ♦31 H 5970 — Shpg. wt., 1 lb. 8 oz. . . \$3.98

E SMOCKED YOKE FRONT DRESS with Peter Pan collar—in 3 fabrics. First choice of young-minded mothers-to-be, who love its easy-fit, non-binding comfort. Concealing front fullness; adjustable belt from back panel. Sizes: 12, 14, 16, 18, 20, 22. Size scale on page 16. Shpg. wt., ea., 1 lb. 8 oz. ♦31 H 5952 — French-type rayon crepe print. Hand washable in LUX. Colors: Azure blue, leaf green, rose, with white design. State size and color. \$4.98 ♦31 H 5954 — Spun rayon print. Hand wash separately in LUX. Colors: Navy, rose or luggage brown with white pattern. State size and color. \$3.69 ♦31 H 5956 — Cotton print. Luxable. Colors: Copen blue or rose grounds. State size, color. Available after Feb. \$1.98



E SMOCKED DRESS \$1.98, \$3.69, \$4.98

Catalog numbers ♦7 H 3357 and ♦7 H 3096 shipped from Kansas City, other on this and opposite page are shipped from New York. Order, pay postage from Sears nearest mail order house.

Sears Half Sizes

Dresses perfectly proportioned and styled for the shorter figure, 5 feet 3 inches or under

Average American Figure—that's what you and 16,000,000 other women have, according to a recent U. S. survey. Sears Half Size Fashions are scientifically sized to fit your slightly shorter, slightly fuller figure, thus avoiding costly alterations. They're styled, too, to create a look of slim height through basic good lines and cleverly placed trims. In sizes: 16½, 18½, 20½, 22½, 24½, 26½. Shipping weight, each, 1 pound 8 ounces.

Order your exact size . . use this scale

Order size	16½	18½	20½	22½	24½	26½
If hips are	40	42	44	46	47½	49 in.
If waist is	31	33	35	37	39	41 in.
If bust is	37	39	41	43	45	47 in.
Dress length is	42	42½	42½	43	43½	44 in.

A SCROLL TRIMMED BUTTON FRONT DRESS of good quality rayon. Unpressed front pleated, back gored skirt. Dry clean. Colors: Luggage brown, navy or red with white braid trim. Sizes above.

♦ 31 H 4156—Scale above. State size, color \$5.98

B SCROLL TRIMMED 2-PIECE SUIT DRESS. Front-tie, set-in belted jacket; gored skirt. Good quality rayon. Dry clean. Colors: Clover green, luggage brown or red with white trim. Sizes above.

♦ 31 H 4155—Scale above. State size, color \$6.98

Dresses below shown on opposite page

C HAND-SCREENED PRINT on French-type rayon crepe in plunging neckline dress. Soft shirring under yoke. Dry clean. Colorful floral design on white ground. Sizes: 16½ to 26½; scale above.

♦ 31 H 4157—State size \$6.98

D SOFT RUFFLES taper down surplice front of infinitely becoming, always-right dress. Back gored skirt. Rayon Romaine crepe. Dry clean. Colors: Navy, melon rose, pearl gray. Sizes: 16½ to 26½.

♦ 31 H 4158—Scale above. State size, color . . \$6.98

Available after February 1st.

E TUCKED POCKETS high on blouse of cardigan neck dress. Gored skirt. Rayon Romaine crepe. Dry clean. Colors: Aqua, navy. Sizes: 16½ to 26½.

♦ 31 H 4159—Scale above. State size, color . . \$5.98

Available after February 1st.

F LARGE FLORAL PRINT dramatizes your favorite shirtfrock. Buttons to waist. LUXABLE spun rayon. Colors: Maize or aqua print. Sizes: 16½ to 26½.

♦ 31 H 4160—Scale above. State size, color . . \$3.98

G SKIRT, SHOULDER YOKES add ease to shirtfrock. LUXABLE rayon-and-cotton. Colors: Med. green, navy, luggage grds. Sizes: 16½ to 26½.

♦ 31 H 4161—Scale above. State size, color . . \$2.98

J BUTTON-FRONT JUMPER of good quality spun rayon. Blouse not included. LUXABLE. Colors: Med. blue, luggage. Sizes: 16½ to 26½. Scale above.

♦ 31 H 4162—State size, color. Jumper only. \$2.98



C HAND SCREEN PRINT DRESS \$6.98



D RUFFLED SURPLICE DRESS \$6.98



E POCKET CARDIGAN DRESS \$5.98



F FLORAL PRINT SHIRTFROCK \$3.98



G WHITE TRIM PRINT SHIRTFROCK \$2.98



J BUTTON-FRONT JUMPER \$2.98

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house.

◆ **PAGE 34E DRESSES**



Sturdy cotton work dresses, easy to slip into or iron

\$2.59

YOUTHFUL COVERALL, a working delight because you can wear it *as* a dress or *over* one with equal efficiency and comfort. Takes just a jiffy to pop into it. Two buttons on reinforced set-in belt hold coverall firmly in place. Deep armholes; roomy pocket. Of better quality woven striped Sanforized chambray (maximum shrinkage, 1%). Washable. Blue-and-white stripes only. *Misses' sizes:* 12, 14, 16, 18, 20; *scale, page 16. Women's sizes:* 38, 40, 42, 44; *scale, page 39. State size.* ♦ 27 H 9640—Shipping wt., 1 lb. 6 oz. . . \$2.59

\$1.98

FAVORITE BUTTON FRONT coat dress in long-wearing, husky cotton, styled with trim becomingness. Your choice of stripe or solid. Buttons spaced so skirt does not gap. Front yoke fullness. Washable. *Misses' sizes:* 12, 14, 16, 18, 20; *size scale, page 16. Women's sizes:* 38, 40, 42, 44; *size scale, page 39. State size and color.* Shipping weight, each, 1 lb. 47 H 9682—*Colors:* Medium blue or white, white collar and cuffs. . . . \$1.98 47 H 9683—*Colors:* Blue-and-white or wine-and-white striped cotton. . . . \$1.98

\$1.98

MAGRAP APRON DRESS of good quality, washable cotton. Fronts are reversible, so they keep fresh-looking longer. Generous overlap on skirt for unhampered action. Tie sash and front midriff for neat fit. 2 convenient, roomy pockets. Wear alone or over dress, comfortable either way. Assorted floral prints, white collar and cuffs, novelty edging. *Misses' sizes:* 12, 14, 16, 18, 20; *size scale on page 16. Women's sizes:* 38, 40, 42, 44, 46; *size scale on page 39. State size.*

♦ 27 H 9615—Shipping weight, 1 lb. . . \$1.98

Catalog numbers marked ♦ are shipped from Kansas City. Order and pay postage from Sears nearest mail order house



Profession Uniforms for nurses, lab workers, beauticians

\$2.49

PRINCESS UNIFORM of Sanforized cotton broadcloth. The famous "Nip 'n' Tuck" inserts nip in waistline for flattering fit and trimness. Slenderizing vertical tucks on each side of fly front; buttons to below waist. Washfast. (Maximum shrinkage is only 1%). Colors: All white or open blue with white collar and cuffs. *Misses' sizes:* 12, 14, 16, 18, 20; *size scale, page 16.* *Women's sizes:* 38, 40, 42, 44; *order the right size, see scale on page 39. State size and color, when ordering.* ♦ 27 H 9667—Shpg wt., 1 lb. 6 oz. . . . \$2.49

\$2.79 poplin

BUTTON-FRONT UNIFORM of Sanforized cotton poplin (maximum shrinkage 1%) or woven seersucker. Pleated back yoke; 6-gore skirt; fine quality, matching buttons. Washfast. *Misses' sizes:* 12, 14, 16, 18, 20; *scale, page 16.* *Women's sizes:* 38, 40, 42, 44; *scale, page 39.* *State size. Shpg. wt., each, 1 lb. 6 oz.* ♦ 27 H 9652—Cotton poplin, long sleeves ♦ 27 H 9653—Cotton poplin, short sleeves Both in white only. Each, \$2.79. 2 for \$5.49 ♦ 27 H 9666—Seersucker, short sleeves. Colors: Blue or white. *State size, color.* Each, \$2.98

\$4.98

SIDE BUTTON UNIFORM of Sanforized "Soulette" mercerized cotton poplin (max. shrink. 1%). Yoke back; 6-gore skirt; detachable fresh water pearl stud buttons. White. Washfast. *Sizes:* 12, 14, 16, 18, 20; *scale, page 16.* *Sizes:* 38, 40, 42, 44; *scale, page 39.* *State size. Shipping weight, each, 1 lb. 6 oz.* ♦ 27 H 9662—Long sleeves, action cut. . . \$4.98 ♦ 27 H 9663—Short cuffed sleeves. . . . \$4.98 **WHITE COTTON CAP** adjustable to fit all sizes. Shipping weight; each, 3 oz.; for three, 8 oz. ♦ 27 H 9622—Each, 35c. . . . 3 for \$1.00

Catalog numbers marked ♦ are shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



A SHEER COTTON . . . \$2.59

B RUFFLY FLORAL . . . \$1.98



C GAY CHECK TRIM . . . \$1.69

D COLORFUL STRIPE . . . \$1.69



E 89c



F 79c

Apron Assortment

Look pretty, keep covered, while you work

A WHITE DOTTED SHEER COTTON with floral design, plus novelty edging, make it a dress-up pinafore apron if company comes. Butterfly ruffles front and back. Washable. *Sizes:* Small (12, 14); Medium (16, 18); Large (20, 22). *State size.* ♦27 H 9410—Shpg. wt., 10 oz. \$2.59

C RED AND WHITE CHECK trim on pinafore apron adds zest. Front butterfly ruffles; 1 button closing at back neck. Good quality white cotton. Washfast. *Sizes:* Small (12, 14); Medium (16, 18); Large (20, 22). *State size.* 47 H 9409—Shpg. wt., 10 oz. \$1.69

E FRILLY EDGED SHEER dotted cotton with heart-shaped bib front and pocket. Gay and romantic for dress-up. Set-in waistband forms waist-nipping tie sash. White with red dots. Washable. One size, fits the average figure. 47 H 9641—Shpg. wt., 8 oz. . . 89c

G FLORAL COVERALL of washable cotton. Back ties. Assorted designs. *State size.* Shpg. wt., each, 8 oz.; for three, 1 lb. 8 oz. 47 H 9628—Regular sizes to 40. Three for \$1.39 . . . 49c each 47 H 9629—Stout sizes to 47. Three for \$1.69 . . . 59c each

B SPLASHY FLORAL COTTON, plus butterfly ruffles back and front, make an attractive cover-up. Button closing at neck. Contrasting binding. Deep pockets. Washfast. *Sizes:* Small (12, 14); Medium (16, 18); Large (20, 22). *State size.* ♦27 H 9408—Shpg. wt., 10 oz. \$1.98

D RED, WHITE AND BLUE STRIPES, vertical and horizontal, give pinafore apron a gala look. Butterfly ruffles, back and front. Good quality cotton. Washable. *Sizes:* Small (12, 14); Medium (16, 18); Large (20, 22). *State size.* 47 H 9411—Shpg. wt., 10 oz. \$1.69

F RUFFLED COVERALL of good quality washfast percale. Practical for protection, yet looks pretty. Ric-rac around halter neck and pockets create youthful suspender look. Assorted florals. One size, fits the average figure. 47 H 9631—Shpg. wt., 8 oz. . . 79c

J THRIFTY SET OF THREE; brightly patterned aprons of good quality, washable percale. Assorted practical styles. Floral prints, contrastingly bound. One size, fits the average figure. Shpg. wt., each, 8 oz.; for three, 1 lb. 8 oz. 47 H 9630—3 for \$1.10 . . . each 39c



G 49c reg. size



J 39c ea.

34H . . . SHOP AT SEARS AND SAVE ✓

Catalog numbers marked ♦ shipped from Kansas City. Order, pay postage from Sears nearest mail order house.



A CHINTZ-TYPE PRINT . . \$2.98



B RED BORDER PRINT . . \$1.98



C RIC-RAC AND RUFFLES \$1.98



D STRIPED CHAMBRAY . . \$1.59

Pinafore Parade

Button-back cottons serve well as dresses

A CHINTZ-TYPE PRINT with big, beautiful flowers for gay decoration. Butterfly ruffles for sauciness; tie-back sash for pert fit. Washable floral print cotton. *Sizes: 12, 14, 16, 18, 20; size scale, page 16.* ♦27 H 9407—*State size.* Shpg. wt., 1 lb. \$2.98

B RED-BORDERED FLORAL PRINT strikes refreshing note. Add a shirt to wear to town. Slim-fit bodice, tie-back sash, dirndl skirt. Good quality cotton. Washable. *Sizes: 12, 14, 16, 18, 20; scale, page 16.* ♦27 H 9405—*State size.* Shpg. wt., 1 lb. \$1.98

C RIC-RAC edges ruffles and pockets on sun 'n' fun pinafore. Front set-in waistband, tie-back sash, dirndl skirt. Washable percale. *Color: Red-and-white stripes. Sizes: 12, 14, 16, 18, 20; size scale, pg. 16.* ♦27 H 9404—*State size.* Shpg. wt., 1 lb. \$1.98

D MULTI-COLOR STRIPES, woven right into good quality chambray. Shaped-front, set-in waistband, tie-back sash. Summer sun-dress, year-round house dress. Washable. *Sizes: 12, 14, 16, 18, 20; scale, pg. 16.* 47 H 9403—*State size.* Shpg. wt., 1 lb. \$1.59

E WRAP-AROUND with back skirt lapping over at waist with 2-button closing; 1 button at neck; roomy pocket attached to waist. Blue cotton oxford cloth. Washfast. *Sizes: 12, 14, 16, 18, 20; scale, page 16.* ♦27 H 9406—*State size.* Shpg. wt., 1 lb. \$2.15



E WRAP-AROUND TYPE \$2.15

Sears Easy Terms are available, if your order totals \$10 or more. See inside back cover for details.

○ PAGE 35 DRESSES



Bemberg

Rayon sheer print dresses
LUXables in women's sizes

\$5⁹⁸
each



BEMBERG Rayon Sheer prints, certified for washability and serviceability, supply one of the value features that make this group of colorful dresses outstanding. Known to thousands of well-dressed women, Bemberg Rayon

Sheer prints are No. 1 choice for spring and summer wear. They're tops in usefulness, charm and durability. Styled especially for women's sizes (some up to size 48), with the accent on becomingness, good fit and slimming lines. Easy to keep fresh—just hand wash separately in LUX. Shpg. wt., each, 1 lb. 6 oz.

- A** THE POLKA-DOT one-piece dress with the two-piece look in front. Dressed up smartly with contrasting binding. Good hanging, all-around gored skirt. Of washable Bemberg rayon sheer. Colors: Pearl gray, navy, or leaf green with white polka dots. Sizes: 34, 36, 38, 40, 42, 44; see size scale on page 39.
♦31 H 4200—State size and color.....\$5.98
- B** THE TINY FLORAL button front dress, so easy to slip into. No arm raising, no hair mussing. Detachable collar on cardigan neck; pleated pockets; gored skirt. Of washable Bemberg rayon sheer. Colors: Leaf green, luggage brown or navy blue with white flowers. Sizes: 34, 36, 38, 40, 42, 44, 46, 48; scale, page 39.
♦31 H 4202—State size and color.....\$5.98
- C** THE FLOWER-AND-LEAF print basic dress answers your question of what to wear most everywhere. Scalloped V-neckline with ribbon and flower trim; gored skirt. Of washable Bemberg rayon sheer. Colors: Luggage brown, pearl gray, navy blue with white design. Sizes: 34, 36, 38, 40, 42, 44, 46, 48; see size scale on page 39.
♦31 H 4203—State size and color.....\$5.98
- D** THE LOOP DAISY shirtwaist dress looks well on all, is a style that will be right everywhere. Tucked shoulders; simulated pockets; gored skirt; buttons to waist. Of washable Bemberg rayon sheer. Colors: Medium blue, leaf green, luggage brown with white daisies. Sizes: 34, 36, 38, 40, 42, 44; scale on page 39.
♦31 H 4201—State size and color.....\$5.98

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house. Sears Easy Payment Terms available, if order totals \$10 or more. See inside back cover for details.

SHOP AT SEARS AND SAVE



B

C

D



Women

Fashions you like most are those you wear most... here at Sears low prices

Fashions to make you look and feel younger and slimmer... done the Sears way, with an eye to long-term service. Styles, simple and conservative with the kind of unfussy prettiness that looks so well on you, and is right for so many occasions. Expertly made, carefully sized for comfort, looks and wear, with lines that flatter your figure, in fabrics chosen for durability, good hang, and beauty. Light and rich shades, as well as darks, to satisfy your love for color. Whatever your size, taste or budget, you'll find a fascinating variety of dresses for year-round smartness when you shop at Sears.

Charmette's

Rayon Jersey Print

\$9.98
cash

On easy terms, $\frac{1}{3}$ down

HAND-SCREENED FLOWERS bloom brightly on Charmette's border print rayon jersey, a firm-bodied fabric whose drape and hang flatter a woman's figure. Trimly cut and styled, the pattern cleverly tapers off at hips to slim you. Bouquet, appliqued on bodice, gives a slenderizing line. Result—a colorful addition to your wardrobe in a go-everywhere, do-everything shirtwaist dress. All-around, gored skirt, Contour Closure placket closing; curved notched collar; self belt; buttons to waist. Dry clean. Colors: Floral border on maize or aqua.

Sizes: 34, 36, 38, 40, 42, 44; see size scale on page 39. State size and color.

♦ 31 H 4205—Shpg. wt., 1 lb. 8 oz... cash, \$9.98

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house. Sears Easy Terms are available, if your order totals \$10 or more. The inside back cover gives you complete details.

SHOP AT SEARS AND SAVE

Suit Dresses

Smart solution to the important problem of what to wear from morn to midnight

For that all-together look . . . the look of a planned outfit or ensemble . . . there's no happier choice than a suit dress. Especially, if you like to have one dress do the work of several. A suit dress looks right on any occasion—club or parent-teachers' association meeting, luncheon, or busy shopping trip. It's wearable all seasons of the year . . . under a coat with the comfort of a dress. Without a coat, it has all the neat trimness of a suit. We've styled ours along slimming lines, becoming to all figures. And as usual with Sears fashions, they're the good values you expect when you shop at Sears.

Stunzi's "Elissa"

Rayon Crepe Suit Dress

\$7.98

Women's, shorter women's sizes

TRAPUNTO TRIM adds note of elegance to this 2-piece suit dress. It's a success style because of its quiet richness, all-around wearability. Back, front fullness above jacket peplum make for gracious ease. Gored skirt has bulk-free placket, the Sears-exclusive Contour Closure. Of Stunzi's "Elissa" a flat, even rayon crepe, nationally known for wear, looks. Dry clean. Collar on cardigan neck, edging on sleeves, detach easily—both LUXABLE. Colors: Navy or aqua, white trim. Shpg. wt., 1 lb. 8 oz.

♦ 31 H 4210—Women's sizes: 34, 36, 38, 40, 42, 44; scale below. State size, color . . . \$7.98

♦ 31 H 4150—Shorter women: 16½, 18½, 20½, 22½, 24½, 26½; scale, pg. 34D. State size and color . . . \$7.98

Women's Dress Size Scale

Order size	34	36	38	40	42	44
If hips are	38½	40½	42½	44½	46½	48½ inches
If waist is	30	32	34	36	38	40 inches
If bust is	36	38	40	42	44	46 inches
Dress length is	43	43½	44	44½	45	45½ inches

See page 16 for measuring instructions.

SHOP AT SEARS AND SAVE





Stunzi's Duco-Printed Rayon Romaine

\$9.98
cash

1/5 down on Easy Terms

Greet spring in a flattering dark sheer sparkling with white—and let it serve as an all-season standby. Ours are made of Stunzi's Rayon Romaine Sheer, a fine, rich-textured fabric that's firmly, evenly woven with plenty of body to insure good hang and drape. *Colors:* Black, soldier blue, or clover green with white duco-printed design. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48; see size scale on page 39. Shipping weight, each, 1 pound 8 ounces.

THE BUTTON FRONT DRESS, left, has dressily embroidered patch pockets, shirtwaist collar and all-around gored skirt. *State size and color.*

◆31 H 4212.....cash, \$9.98

THE PEPLUM DRESS, right, with the look of a suit. Scallop trim, detachable white gilet. Gored skirt has Contour Closure. *State size and color.*

◆31 H 4211.....cash, \$9.98

40 SHOP AT SEARS AND SAVE ♦

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house.

Crownella

Crown Fabric Rayon for
women, stout women

\$3.98
each

We've styled these classics with a smart simplicity becoming to all, a suitability for all occasions. To give them all-year wearability, we've specified Crown Fabric's Crownella, in attractive prints. It's a rayon, evenly woven and ever so slightly ribbed. Wears wonderfully . . . keeps its shape, doesn't bag—and is hand washable separately in gentle LUX suds.

A FLORAL BORDER PRINT tops this Crownella rayon shirt-frock. Gored skirt; buttons to waist. LUXABLE. Colors: Medium green or medium blue with white-and-black design. Sizes: 34, 36, 38, 40, 42, 44; scale, page 39. State size, color.
♦31 H 4216—Shpg. wt., 1 lb. 8 oz.. \$3.98

B HUGE, HANDSOME FLOWERS splash over this crisply multi-stitched rayon surplice dress. Slimming gored skirt, fullness under front yoke. LUXABLE. Colors: Medium blue or melon rose grds. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 39. State size, color.
♦31 H 4215—Shpg. wt., 1 lb. 8 oz.. \$3.98

C CLOVER LEAF PRINT cardigan neckline dress with lace-edged white lapels for softness. Pleated skirt; buttons to waist. LUXABLE rayon. Colors: Medium green or medium blue grds. Shpg. wt., ea., 1 lb. 8 oz.
♦31 H 4217—Sizes: 34, 36, 38, 40, 42, 44; size scale, pg. 39. State size, color. . . \$3.98
♦31 H 4317—Stout sizes: 45, 47, 49, 51, 53; scale, page 48. State size, color. . . \$3.98

D ALL-OVER FLORAL rayon button front; chevron-effect bow. Gored skirt. LUXABLE. Colors: Navy, aqua, or luggage brown with white. Shpg. wt., 1 lb. 8 oz.
♦31 H 4218—Sizes: 34, 36, 38, 40, 42, 44; scale on page 39. State size, color. . . \$3.98
♦31 H 4318—Stout sizes: 45, 47, 49, 51, 53; scale on page 48. State size, color. . . \$3.98



A BORDER PRINT SHIRT-FROCK. \$3.98



B BIG FLORAL SURPLICE DRESS \$3.98



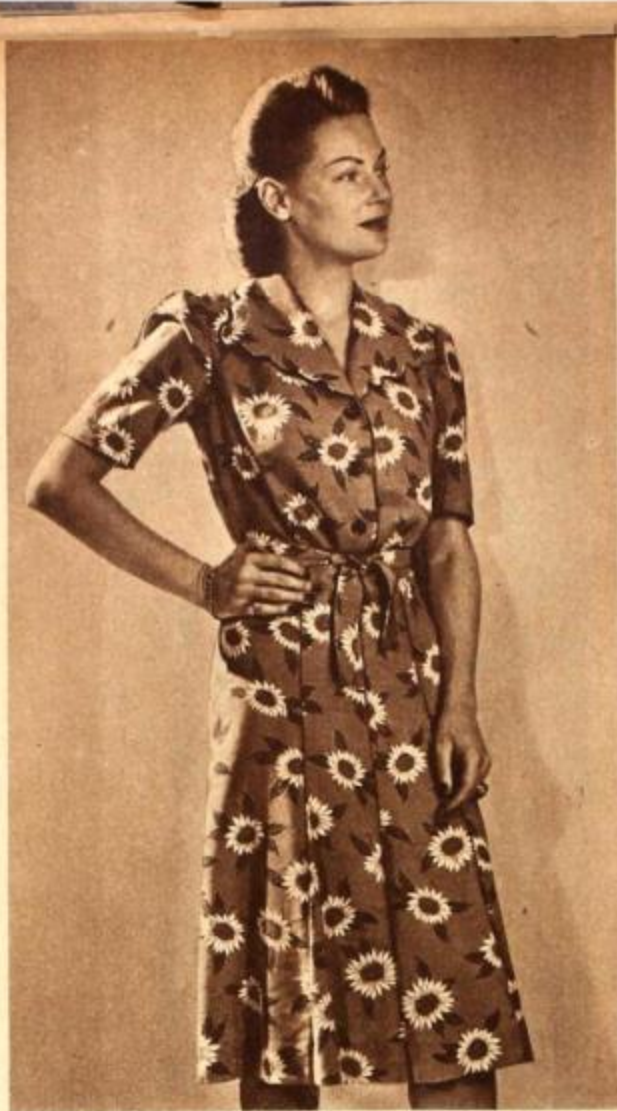
C CLOVER PRINT CARDIGAN DRESS \$3.98



D ALL-OVER FLORAL BUTTON FRONT. \$3.98



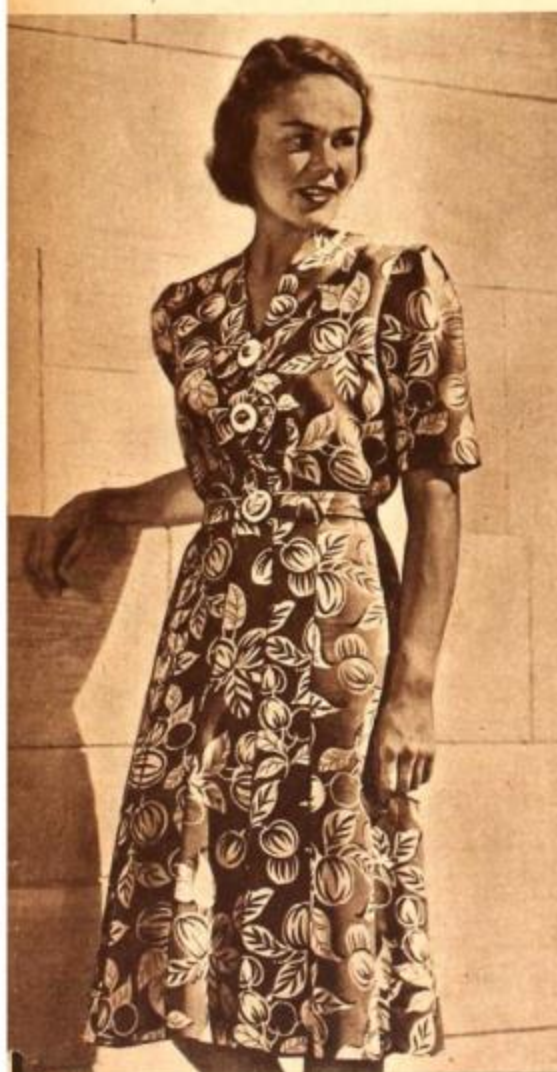
A SLIMMING FLY-FRONT EFFECT \$2.98



B SPLASHY PRINT SHIRTFROCK \$2.98



C BRAIDED FLY-FRONT EFFECT \$2.98



D V-NECK BASIC DRESS \$2.98

Low Priced Rayons and Part-Rayons

Sizes for Women and Stout Women

A EMBROIDERY, TOP-TO-HEM, serves to slim you in this fly front effect dress. LUXABLE spun rayon. Colors: Powder blue, rose or aqua with white trim. Sizes: 34, 36, 38, 40, 42, 44; scale, page 39. State size, color.
♦ 31 H 4222—Shipping weight, 1 lb. 8 oz. \$2.98

B SPLASHY PRINT SHIRTFROCK boasts scalloped collar; graceful gored skirt. LUXABLE. Rayon-and-cotton. Colors: Med. blue, rose or luggage brown grds. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 39. State size, color.
♦ 31 H 4220—Shipping weight, 1 lb. 8 oz. \$2.98

C WHITE BRAID TRIMS THE BODICE of this ever-useful fly front-effect dress. Gored skirt. LUXABLE spun rayon. Colors: Aqua, luggage brown with white braid. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 39. State size, color.
♦ 31 H 4221—Shpg. wt., 1 lb. 8 oz. \$2.98

D V-NECK BASIC DRESS of rayon-and-cotton. LUXABLE. Colors: Rose, aqua or navy grounds. Sizes: 34, 36, 38, 40, 42, 44; scale, page 39. Sizes: 45, 47, 49, 51, 53; size scale on page 48. Shpg. wt., each, 1 lb. 8 oz.
♦ 31 H 4224—Sizes: 34-44. State size, color. \$2.98
♦ 31 H 4324—Sizes: 45-53. State size, color. \$2.98

E WHITE DOTTED RAYON-AND-COTTON button front dress. LUXABLE. Colors: Luggage brown, aqua or navy. Sizes: 34, 36, 38, 40, 42, 44; scale, page 39. Sizes: 45, 47, 49, 51, 53; scale, page 48. Shpg. wt., each, 1 lb. 8 oz.
♦ 31 H 4223—Sizes: 34-44. State size, color. \$2.98
♦ 31 H 4323—Sizes: 45-53. State size, color. \$2.98



E DIME-DOTTED BUTTON FRONT \$2.98